

OTS Tracks

THE OFFICIAL PUBLICATION OF THE CALIFORNIA OFFICE OF TRAFFIC SAFETY

SUMMER 2007

State of California • Governor Arnold Schwarzenegger
Business, Transportation and Housing Agency • Secretary Dale E. Bonner
Office of Traffic Safety • Director Christopher J. Murphy

2008 Grants Announced

We're off and running with a new year of grants aimed at improving traffic safety for all Californians. In June, Governor Arnold Schwarzenegger announced \$70 million in grants, administered by the Office of Traffic Safety (OTS), and awarded to 136 agencies and communities across the state.

The grant programs range from time-tested practices with proven results to innovative projects that look to break new ground in the pursuit of safer vehicle trips for everyone.

"It is critical that we continue to ensure the safety of everyone on our roadways," said Governor Schwarzenegger. "These grants will pay for those activities that combat DUI, encourage seat belt use, tackle aggressive driving and save lives and futures."

The public will see the effects of the grants through enforcement efforts such as sobriety checkpoints, DUI saturation patrols, emergency rescue



2008 grants will go towards saving lives and preventing injuries resulting from motor vehicle crashes.

equipment and illegal street racing patrols. There will be behind-the-scenes programs such as DUI prosecutor education, increased scrutiny of repeat DUI offenders

See '2008 Grants,' Page 5



**Dale E. Bonner, Secretary,
Business, Transportation and
Housing Agency**

New Head of Business, Transportation and Housing

The Business, Transportation and Housing Agency (BTH), the OTS parent agency in California state government, recently gained a new Secretary. Dale E. Bonner was appointed by Governor Arnold Schwarzenegger and sworn in as Secretary in March.

"The work of the Business, Transportation and Housing Agency covers a lot of ground," said Secretary Bonner.

See 'New Head of Business,' Page 6

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Message from the Director by Christopher J. Murphy

It's hard to believe that the year is halfway behind us. If the first six months is any indication, 2007 will prove to be a monumental and very exciting period for traffic safety in California. The entire staff at OTS has been busy working to meet the needs of grantees and provide top notch customer service.

Earlier this spring, OTS held what turned out to be the most well-attended Summit in OTS history with over 900 traffic safety advocates attending the three-day event in San Diego. The Summit provided numerous opportunities to share best practices across a variety of traffic safety issues.

For the third consecutive year, California conducted the *Click It or Ticket* seat belt enforcement campaign

in May and early June. Through the campaign, thousands of motorists were cited for seat belt violations and millions more were educated on the importance of seat belt use.

And I'm pleased to announce that \$70 million was awarded to 136 grantees – providing funding for the programs that make the biggest impact, including sobriety checkpoints, saturation patrols and mobilization periods for seat belt enforcement. In addition, a number of successful pilot programs that have been well received in smaller markets will be expanded, such as illegal street racing modification training and Real DUI Trials.

So far this year, we have been launching several ground-breaking programs. One, the Traffic Safety

Resource Prosecutor (TSRP) program, teaches prosecutors to more successfully prosecute DUI offenders. This program will help ensure that all prosecutors have ready access to the information and resources needed to meet and overcome all-too-common hurdles in DUI prosecutions. The program provides intense and specialized DUI prosecution training statewide via five regional prosecutors. One training session has already taken place with more on the horizon. Although prosecutors everywhere will be able to benefit from the training, mentoring and resources provided by the program, special emphasis is being given to jurisdictions with a lower than average conviction rate driving on a suspended or revoked license.

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Click It or Ticket Makes Steady Progress



Caltrans supported the 2007 *Click It or Ticket* campaign by featuring messages on more than 300 changeable message signs in late May and early June.

California law enforcement sent a clear message in May: buckle up everyone in the car – it's the fastest way to save a life. The 2007 *Click It or Ticket* campaign showed good advancements over 2006, with

steady increases in adult safety restraint and child safety seat citations. We will soon find out how the enforcement and public awareness campaign has translated into more Californians buckling up when the 2007 seat belt survey results are announced.

There are many to thank for this life-saving campaign, including 268 local law enforcement agencies and the California Highway Patrol for their efforts on the roads, the Department of Motor Vehicles, and special thanks to Caltrans and Director Will Kempton for putting the *Click It or Ticket* message on over 300 changeable message signs. ●

STATE OF CALIFORNIA
Arnold Schwarzenegger, *Governor*

BUSINESS, TRANSPORTATION
AND HOUSING AGENCY
Dale E. Bonner, *Secretary*

OFFICE OF TRAFFIC SAFETY
Christopher J. Murphy, *Director*
Chris Cochran, *Editor*

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<http://www.ots.ca.gov>

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High School Seat Belt Challenge to Launch Fall '07



We know that California has made great strides in terms of seat belt use in recent years. We're now fourth in the nation. But teens need some special help. California's 2006 teen seat belt use rate is 90.8 percent – up from 88.6 percent in 2005 and 82.6 percent in 2004. Even with this progress, teens still trail behind overall seat belt use.

The California Highway Patrol (CHP) is in the process of developing a new seat belt campaign titled "Impact" as part of a \$3.4 million OTS grant. The core element of the campaign is the California High School Seat Belt Challenge, which involves engaging two or more area high schools in a friendly competition over a four-week period to achieve the highest seat belt use rate. This competition has been successfully

implemented at a few California high schools by CHP and other local agencies.

Based on that success, CHP is taking the program statewide this fall. It hopes to reach 200 high schools by June 2009. Agencies committing to participate and coordinate a competition can apply for a mini-grant of up to \$9,999 to promote the campaign within their community. ●

No Way to Avoid the Avoids

California's DUI Avoid program just gets bigger, more impressive and more effective. OTS DUI Avoid campaign coordinator Wayne Ziese reports that the effort announced during the 2007 OTS Summit – The Road to Avoid – is gaining momentum.

This fall will see more counties joining the campaign as well as more of the current Avoids banding together to get their message before the media and public. This builds on the successes seen with the Bay Area, North State and Sacramento Valley Regional Avoids last year.

Can you say "Avoid the 160" without being impressed? That "160" will be the new Southern California Regional Avoid, which will bring together Los Angeles, Orange, Riverside, Ventura and San Bernardino counties to blanket the Los Angeles media market.

The new South Central Valley Regional Avoid the 52 is set to include Madera, Fresno, Kings, Tulare and Kern counties. Along the Central Coast, OTS will work with the Central Coast Regional Avoid the 53 to include Santa Cruz, Monterey, San Luis Obispo and Santa Barbara Counties.

The Sacramento Valley Regional Avoid the 52 is expanding to include five new counties – Amador, Calaveras, Tuolumne, Merced and San Joaquin – for a total of 13 counties.

The addition of Lake, Glenn, San Joaquin, Merced, Kings and Tulare brings the total to 45 counties under the Avoid campaign, partnered statewide to combat the rise in deaths and injuries at the hands of intoxicated drivers. Enforcement and media campaigns are expanding to include Super Bowl Sunday, St.



Patrick's Day, Cinco de Mayo, Halloween and other community special events with identified impaired driving problems.

"The Avoid campaign is really hitting its stride," said OTS Director Christopher J. Murphy. "We're practically blanketing the state now. With the ever-increasing regional cooperation, the public is getting the message even more." ●

Grantees



Sharing the Road



Corporal Robert Duvall of the Contra Costa County Sheriff's Department

YOU CAN'T AVOID THIS

Motorists just can't "avoid" Corporal Robert Duvall of the Contra Costa County Sheriff's Department, even when he's off duty.

After years as a paramedic and having to react to the tragedies caused by impaired drivers, Duvall decided to attack the problem before it happens. Once he became a Deputy Sheriff, Duvall focused on DUIs. He found his calling, with high arrest numbers and a reputation for DUI and collision investigations. In 2005, Cpl. Duvall took over the coordination of the Contra Costa DUI Avoid the 25 campaign and made it one of the smoothest operations in the state.

His passion for stopping drunk drivers from hurting themselves or others and for educating the public about the dangers of impaired driving fills his on-duty hours, his unpaid overtime hours, and even his off-duty hours.

If you see Cpl. Duvall heading down the road in his Ford truck, you might make sure you're following all the rules when you see his personalized plates. With "AVOID 25" looking back at you, Cpl. Duvall wants to make sure you know your driving is being watched.

RECORD TRAGEDY AVERTED

It would have taken one small mistake to turn a trip to church into a tragedy, but sharp eyes and the *Click It or Ticket* campaign made the difference.

Sgt. Chris Sachs of the Marysville Police Department was a busy man. He was on his way to being the department's top citation writer (411 citations) during *Click It or Ticket*. As he passed a Dodge Caravan, he noticed three people in the back seat without belts, including an infant in a totally unsecured, sideways facing car seat.

That would have been bad enough. After pulling them over, Sgt. Sachs noticed much more. There were a total of 11 persons in the van – seven children and four adults – without a single one being belted. Three of the children were on the floor, covered up, so as not to be seen. They were all on their way to church.

Although initially unhappy with the 11 citations they received, the occupants

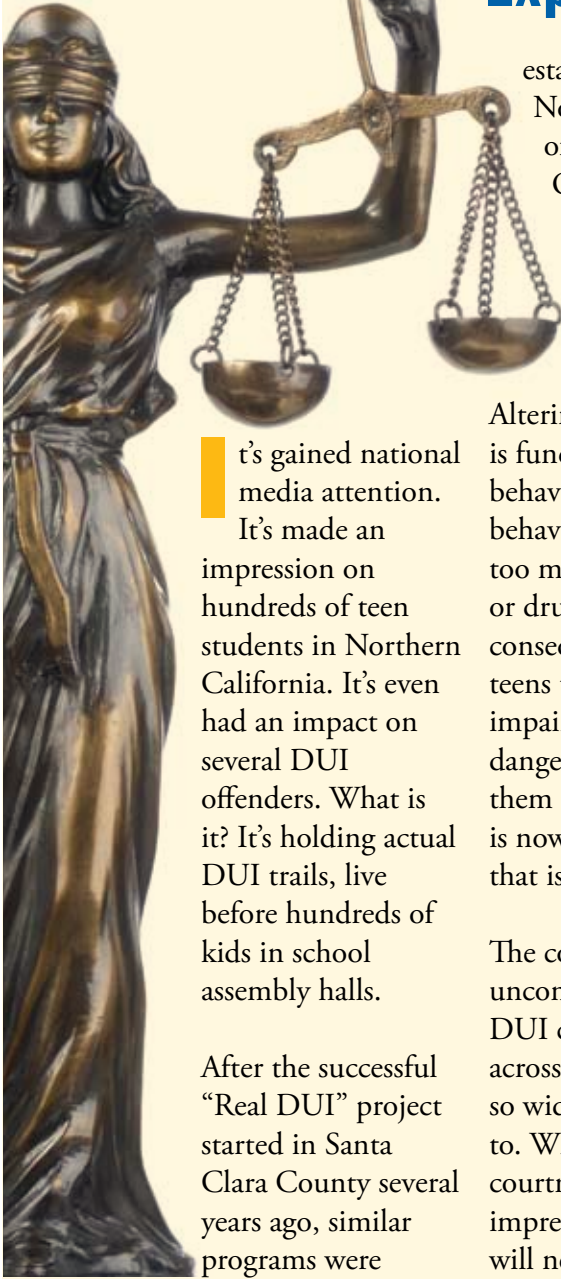
ended up thanking Sgt. Sachs after he told them what the consequences to each of the family members could have been had they been in a crash. The family called friends to come pick them up and take them to church, alive and properly secured.

WHEN YOU OFFER, THEY WILL COME

How do you reach teens with a traffic safety message? Appeal to what makes teens click – pizza and fun! The Humboldt County Health and Human Services Department decided to hold a Drive Safe – Drive Smart event, not just for one school, but the whole area.

When flyers promised pizza, drinks and prizes, the kids showed up in droves, from a dozen schools. Although parents were in attendance, the teens were there by the score. Over twenty organizations were present, in addition to ten information booths and several speakers. Score a big hit for engaged traffic safety awareness! ●

Real DUI Trials in Schools Set to Expand Throughout State



It's gained national media attention.

It's made an impression on hundreds of teen students in Northern California. It's even had an impact on several DUI offenders. What is it? It's holding actual DUI trials, live before hundreds of kids in school assembly halls.

After the successful "Real DUI" project started in Santa Clara County several years ago, similar programs were

established in a few other counties. Now the state Judicial Council of California's Administrative Office of the Courts (AOC) is using a \$1.46 million OTS grant to create a model that any court system across the state could use.

Altering the attitudes of teen drivers is fundamental to changing their behavior, and we know that their behavior behind the wheel is killing too many of them. Add alcohol or drugs into the mix and the consequences can be tragic. Getting teens to understand early that impaired driving can be both dangerous and costly can affect them for years to come. California is now on the forefront of a program that is designed to do just that.

The concept seems simple but unconventional at the same time. DUI courts have been established across the state, since this crime is so widespread and easy to fall victim to. Why not move one out of the courtroom and into a school where impressionable kids can see why they will need to take it very seriously

as they begin their lives behind the wheel? Unconventional, perhaps, but not so simple.

Those setting up the projects have to get buy-in from judges, attorneys, defendants, county courts, schools and court staffers. New procedures have to be set; schedules changed; records and equipment moved; pre and post trial presentations developed. There is a lot of history, procedure and momentum that must be adapted. Some, like San Joaquin's "Choices and Consequences" just bring in the sentencing phase into the schools. There is even a national model, "Courage to Live."

The AOC is gathering information from all those who have had a program similar to these. They are developing uniform models of what has been shown to work and how best to have them work smoothly. After the models are developed, the AOC will designate mentor courts and eventually reach students in 300 middle and high schools.

They thought they had seen it all on TV. This brings the real thing right in front of their eyes. ●

'2008 Grants,' from Page 1

through probation departments, emergency room interventions for suspected drunk drivers and more efficient sharing of records and information among different agencies.

"The efforts reflected in these programs are aimed squarely at saving lives," said OTS Director Christopher J. Murphy. "This will keep California's traffic safety work

on track and moving ahead toward our goal of achieving the fewest traffic fatalities in the nation."

Grants will be going to communities up and down California as well as statewide initiatives. A full listing of the grants can be found on the OTS Web site (www.ots.ca.gov) by following the Governor's grant announcement link. ●

2007 Summit Sets OTS Record

When regional coordinator Karen Coyle started planning the 2007 Summit last year, she never imagined it would surpass all past OTS Summit records. But when the Hyatt Manchester Grand in San Diego sold out in early March, she knew this was no ordinary Summit.

“Registration topped out at over 900,” Coyle said. “We had an extraordinary lineup of speakers and workshops that really represented critical traffic safety issues, as well as all that has been accomplished in recent years.”

OTS Director Christopher J. Murphy added, “We’re always looking to do things better the next time, but I’d be hard pressed to top this year’s Summit. The staff put together a terrific program with special touches to celebrate our 40th anniversary in style. And the hard work paid off.”

Summit highlights included the well-received welcome dinner on the USS Midway in the San Diego Harbor, complete with flight simulators and tours of the historic ship, as well as the earlier keynote address by Gordon



OTS Director Christopher Murphy welcomes over 900 attendees during the opening session of the 2007 Summit.

Graham, who is always a big hit. The awards brunch held on the final day of the Summit recognized more than 30 grantees who made extraordinary contributions to improving traffic safety in their communities.

Special thanks to all our Summit partners for making 2007 such a great success, including: AAA of Northern California, AARP, the Allstate Foundation, the Autoclub of Southern California, Safe Kids Worldwide and Toyota Motor Sales, U.S.A. Stay tuned for dates for the next OTS Summit in 2009. ●

‘New Head of Business,’ from Page 1

“But none is more important than safeguarding the lives of Californians and its visitors. Working with the Office of Traffic Safety and its grantees, the agency will remain committed to ensuring the wellbeing of all those traveling on our state’s roadways.”

Bonner previously served in the public sector as deputy secretary and general counsel for BTH from 1996 to 1998. From 1998 to 1999, he served as Commissioner of the California Department of Corporations. As Commissioner of Corporations, he regulated California’s corporate securities, financial services and managed care industries. Bonner served as deputy legal affairs secretary in the Office of Governor Pete Wilson from 1992 to 1996.

Bonner also has extensive experience in the private sector, serving as a partner in the law firm Epstein Becker & Green from 2002 to 2007, where he specialized in government contracts, health care law and represented public and privately-held companies in regulatory and transactional matters.

From 1999 to 2002, he was of counsel to the law firm Hogan & Hartson.

As head of the agency covering not only the Office of Traffic Safety, but CHP, DMV, and Caltrans, Secretary Bonner will be heavily involved in all aspects of traffic and transportation. ●

Street Racer Sandwich



The Ontario Police Department doesn’t kid around when you get caught with stolen parts used for illegal street racing modifications. They invite you to watch as they crush your car.

2007 Sports & Entertainment Marketing Season in Full Swing

Two thousand and seven not only marks the Office of Traffic Safety's 40th anniversary, it also is the 12th consecutive year that OTS has partnered with California's most prominent sports teams and entertainment venues to deliver important traffic safety messages where motorists go to play.

"Focusing traffic safety messages at key sporting venues has proven to be a very successful means of reaching target audiences in terms of seat belt use and DUI," said OTS Director Christopher J. Murphy. "And there is the added benefit of reaching families with children, which is also important."

For the 2007 season, OTS will enhance existing relationships with the Los Angeles Galaxy, Anaheim Angels, California Speedway, San Diego Padres and Sacramento's local minor league baseball team, the River Cats.



LA Galaxy fans were reminded to Click It or Ticket during the July 7 game against the Kansas City Wizards.

New partnerships include KNBR Giants Radio and Fresno Clear Channel radio. These two major markets will help OTS promote the *Click It or Ticket* and *Report Drunk Drivers-Call 911* messages at the right time and place – drive time. KNBR is running a series of commercials that can be heard en-route or in-stadium. And Fresno's Clear Channel radio stations are providing a variety of commercial

airings, promotional events and radio remote broadcasts at nightclubs.

In addition to the season-long presence on sports and entertainment radio in the major markets, OTS went on the road with booths and special in-game announcements with the Angels, Galaxy and River Cats. Come out and see us at the California Speedway NASCAR event Labor Day weekend! ●

'Director's Message,' from Page 2

The TSRP is just one example of what's new this year. Other exciting programs include the expansion of the Administrative Office of the Courts program, which bring a plethora of proven educational programs to middle and high school students throughout the state, including Real DUI Trials, Courtroom to School Room and the Courage to Live programs. These innovative programs bring to school auditoriums actual DUI court trials and the sentencing of real-life

convicted DUI offenders to increase awareness about the consequences of drinking and driving.

OTS was proud to have just hosted the first National Highway Traffic Safety Administration Speed Management workshop in the western region. The workshop brought together local and state engineering, law enforcement, public policy and criminal justice professionals to share ideas and learn methods of implementing comprehensive community speed

management plans within their communities.

In September, an outside team of nationally recognized experts will conduct an assessment of California's Impaired Driving Program. The process will allow us to review the state's overall efforts to reduce impaired driving.

I am proud of all that has already been accomplished in 2007 and look forward to even greater successes in the coming months. ●

CALIFORNIA OFFICE OF TRAFFIC SAFETY

September 14

California Law Enforcement Challenge Awards

San Diego, California

September 16-21

California Impaired Driving Assessment

Sacramento, California

September 23-26

Governor's Highway Safety Association Annual Meeting

Portland, Oregon

Contact: www.ghsa.org



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